

POWER WORDS & PHRASES

The power of persuasive wording

Choosing the best words to include in your headlines, bullet points, and your most important pieces of copy can create certain feelings inside your reader and drive actions too. Power words are just everyday words that everyone knows - but the way they get used can have a dramatic effect on the reader or listener.

TRY THESE

Known Power Words

- ❑ **"You"** Using "you" instead of "I" shifts the focus from the writer to the reader.
- ❑ **"New"** New is always good.
- ❑ **"Free"** Everyone likes free stuff.

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Appeal to a sense of **affiliation & community** with "join us" or "become a member."

You want new, free things!



Tactics to Use:

- ❑ **Scarcity: Creates a sense of urgency**
Examples: "hurry", "quick", "while supplies last", "only available on our website," or "today only"
- ❑ **Safety: Creates trust**
Examples: "easy", "money back guarantee", "try before you buy", "return with no-questions-asked*" or "*cancel at any time*"
- ❑ **Curiosity: Creates desire**
Examples: "secrets", "forbidden", "behind the scenes", "strange", "unseen", "protected", or "what if's"

"The public is more interested in personalities than corporations."
David Ogilvy

For the full list,
[CLICK HERE](#)

Legendary advertiser David Ogilvy compiled his own list of power words, specifically ones that helped **influence** readers to take an action. Those words included things like "introducing", "announcing", "miracle", "magic", "amazing", and "sensational".